

C. Five-Year Objectives

The objective is to promote the doubling of sales of Canadian goods and services in France, increase French investment in Canada and encourage strategic partnerships between Canadian and French firms. A particular goal is to raise Canada's share of the French software market to 5%.

D. Activities

Canada and France have launched a joint Web site devoted to bilateral co-operation in the area of multimedia production. Its address is:

<http://www.ottawa.ambafrance.org/canadafrance>

The signing of a joint multimedia agreement is being considered. It is also anticipated that the New Media Centre at the Canadian Cultural Centre in Paris will eventually become a key forum — virtual and physical — for the demonstration and promotion of Canadian information technology. Internet address:

<http://www.cccparis.com>

The Government of Canada proposes to undertake the following activities over the next five years, in co-operation with public and private partners.

- i) **Information on the French and European markets:**
 - 1. Publish a twice-monthly information bulletin on the French market for Canadian users.

- 2. Organize meetings so that Canadian and French officials in the sector can exchange information on regulatory developments and French industrial policy.

- ii) **Information on Canadian products and services:**

Place articles in the French technical press on Canadian telecommunications products and services.

- iii) **Promotion of Canadian exports:**

- 1. Set up a Canadian kiosk at SIRCOM, France's most important event in the mobile telecommunications field.
- 2. Have a Canadian kiosk at ITCOMDEX, France's most important trade fair in the information technology field.
- 3. Organize a Canadian kiosk at MILIA, the leading multimedia event.

- iv) **Partnership with French companies:**

- 1. Publish a series of 10 to 15 company profiles of French firms interested in partnering or setting up in Canada.
- 2. Participate in one or two trade fairs (Salon Européen des Centres d'Appel, Vocatel) under the European Strategic Alliances Program, and arranging meetings with French companies attending those fairs that are interested in Canada.
- 3. Support the Canarie mission to examine prospects for co-operation on projects related to the information highway.

